ORDER

Order / Rev: Orders

37505

Alt Order #:

08877388

Product Desc:

DCCC/HORSFORD

Estimate:

1969

Flight Dates:

10/05/12 - 10/11/12

Original Date / Rev:

10/04/12 / 10/04/12

Order Type:

Primary AE: Sales Office:

Sales Region:

KLAS Mike Jones

K-WAS

National

Agency

Name:

GMMB

GENERAL

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type:

Cash

Broadcast

EOM/EOC

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Advertiser

Name:

Priority:

DCCC - Horsford

Demographic: Product Codes:

Revenue Codes:

A35+

PO1

LV1

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date

Start Date	End Date	# Spots	Gross Amount	Net Amount	
0/01/12	10/11/12	91	\$56,450.00	\$47,982.50	

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Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	91	\$56,450.00	\$47,982.50	0.00
Totals	91	\$56,450.00	\$47,982.50	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Tota
KLAS	30%	\$56,450.00
Market	100%	\$188,166.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$47,041.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$9,408.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/05/12	2 10/11/12	8 News Now 5a M-I	= CM	5-6a	MTWTF	:30	4	\$325.00LV1	0.00 NM	4	\$1,300.00
				8 News Now 5a M-	F								
	8 NEV	NS NOW											
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	leek: 1	0/05/12	10/11/12	MTWTF	4	\$325.00	0.00						
E 2	8	10/05/12	2 10/11/12	8 News Now 6a M-I	= CM	6-7a	MTWTF	:30	4	\$650.00LV1	0.00 NM	4	\$2,600.00
				8 News Now 6a M-	F								

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KI AS

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DCCC/HORSFORD

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Ln Ch Start End Inventory Code Start/End Time Days Len Spots Break Rate Pri Rtg Type Spots Amount 8 NEWS NOW Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTE--Week: 10/05/12 10/11/12 \$650.00 0.00 CBS This Morning 7-9a CM E 3 10/05/12 10/11/12 7-9a MTWTF--:30 \$850.00LV1 0.00 NM \$3,400.00 **CBS This Morning CBS THIS MORNING** Spots/Week Weekdays Rating Start Date **End Date** Rate MTWTF--0.00 10/11/12 \$850.00 Week: 10/05/12 8 10/07/12 10/07/12 8 News Now Sun AM #1CM 8 News Now Sun A----S :30 \$100.00LV1 0.00 NM \$100.00 8 News Now Sun AM #1 8 NEWS NOW SUNDAY MORNING-#1 Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/01/12 10/07/12 ----S \$100.00 0.00 10/07/12 10/07/12 CBS News Sunday Morr@M CBS Sunday Morni----S :30 \$165.00LV1 0.00 NM 1 \$165.00 CBS News Sunday Morning **CBS NEWS SUNDAY MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating ----S \$165.00 0.00 10/07/12 Week: 10/01/12 10/07/12 10/07/12 8 News Now Sun AM #2CM 8 News Now Sun A----S :30 \$180.00LV1 0.00 NM 1 \$180.00 8 News Now Sun AM #2 8 NEWS NOW SUNDAY MORNING-#2 Weekdays Spots/Week Rating Start Date **End Date** Rate ----s Week: 10/01/12 10/07/12 \$180.00 0.00 10/07/12 10/07/12 **Face The Nation** Face The Nation ----S :30 \$180.00LV1 0.00 NM \$180.00 E 7 CM 1 Face The Nation FACE THE NATION Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----5 \$180.00 0.00 :30 \$350.00LV1 0.00 NM E 8 10/05/12 10/11/12 Live w/Kelly CM 9-10a MTWTF--3 \$1,050.00 Live w/Kelly LIVE! WITH KELLY Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/05/12 10/11/12 MTWTF--\$350.00 0.00 :30 0.00 NM E 9 10/05/12 10/11/12 Price Is Right CM 10-11a MTWTF--3 \$325.00LV1 3 \$975.00 Price Is Right PRICE IS RIGHT Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/05/12 10/11/12 \$325.00 0.00 10/05/12 10/11/12 Y&R MTWTF--:30 2 \$325.00LV1 0.00 NM 2 \$650.00 E 10 8 CM 11a-12p Young & Restless **YOUNG & RESTLESS** Start Date Spots/Week **End Date** Weekdays Rating Rate MTWTF--Week: 10/05/12 10/11/12 \$325.00 0.00 E 11 8 10/05/12 10/11/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 3 \$425.00LV1 0.00 NM 3 \$1,275.00 8 News Now Noon M-F **8 NEWS NOW AT NOON** Weekdays Spots/Week Rating Start Date **End Date** Rate MTWTF--Week: 10/05/12 10/11/12 \$425.00 0.00 E 12 10/05/12 10/11/12 1230-2p Soaps/ LMAD CM 1230-2p MTWTF--:30 3 \$325.00LV1 0.00 NM 3 \$975.00 Soaps / Let's Make A Deal THE BOLD AND THE BEAUTIFUL Start Date **End Date Weekdays** Spots/Week Rating Rate MTWTF--Week: 10/05/12 10/11/12 \$325.00 0.00 E 13 8 10/05/12 10/11/12 1230-2p Soaps/ LMAD CM 1230-2p MTWTF--:30 \$300.00LV1 0.00 NM 3 \$900.00 Soaps / Let's Make A Deal LET'S MAKE A DEAL Spots/Week Rating Start Date **End Date** Weekdays Rate MTWTF--10/11/12 \$300.00 Week: 10/05/12 0.00 The Talk 2-3P 2-3p 8 10/05/12 10/11/12 CM MTWTF--:30 \$275.00LV1 0.00 NM 3 \$825.00 The Talk THE TALK

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KLAS

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Ln Ci	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ote	Rate Pri	Rta Type	Snote	Amount
		2 10/11/12	The Talk 2-3P	CM	2-3p	MTWTF	:30	3	\$275.00LV1	0.00 NM	3	\$825.00
	E TALK	2 10/11/12	The Talk	OW	2-0p	7414411	.50	J	\$273.002\$ 1	0.00 1410	J	ψ025.00
Week	Start Date c: 10/05/12	End Date 10/11/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$275.00	Rating 0.00						
E 15	8 10/05/1	2 10/11/12	Ellen Ellen	CM	3-4p	MTWTF	:30	3	\$450.00LV1	0.00 NM	3	\$1,350.00
ELI	LEN <u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week	c: 10/05/12	10/11/12	MTWTF	3		0.00						
		2 10/06/12	Politics Now S Se Politics Now S Se		Various (5:30 PM-6:0	S- 00 PM)	:30	1	\$175.00LV1	0.00 NM	1	\$175.00
I HI	E INSIDER W Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	c: 10/01/12	10/07/12	S-	<u> </u>	\$175.00	0.00						
E 17	8 10/05/1	2 10/11/12	8 News Now 4p N 8 News Now 4p I		4-5p (4:30 PM-5:0	MTWTF	:30	4	\$700.00LV1	0.00 NM	4	\$2,800.00
8 N	IEWS NOW A											
Week	Start Date	End Date 10/11/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$700.00	Rating 0.00						
			8 News Now 5-63 8 News Now 5-63	•	5-630p	MTWTF	:30	5	\$1,000.00LV1	0.00 NM	5	\$5,000.00
8 N	IEWS NOW F	ROTATION		•								
10/	Start Date c: 10/05/12	End Date 10/11/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
		2 10/06/12	8 News Now Sat	5-7p CM	5-7p	S-	:30	1	\$175.00LV1	0.00 NM	1	\$175.00
8 N	IEWS NOW A	T SPM-SAT	8 News Now Sat	5-7p	(5:00 PM-5:3	30 PM)						
011	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week	c: 10/01/12	10/07/12	S-	1	\$175.00	0.00						
			8 News Now Sat 8 News Now Sat	•	5-7p (6:30 PM-7:0	S- 00 PM)	:30	1	\$170.00LV1	0.00 NM	1	\$170.00
8 N	IEWS NOW A			0	D-4-	Dating						
Week	Start Date	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$170.00	Rating 0.00						
			8 News Now Sun 8 News Now Sur	•	430-5p, 630 (5:00 PM-5:3	-7pS	:30	1	\$125.00LV1	0.00 NM	1	\$125.00
8 N	IEWS NOW A				,	•						
	Start Date c: 10/01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$125.00	Rating 0.00						
			8 News Now Sun 8 News Now Sur	•	430-5p, 630 (6:30 PM-7:0	•	:30	2	\$135.00LV1	0.00 NM	2	\$270.00
	NEWS NOW A	End Date	Weekdays	Spots/Week		Rating						
	c: 10/01/12 8 10/05/1	10/07/12 2 10/11/12	•	ition CM	\$135.00 630-7p	0.00 MTWTF	:30	5	\$1,000.00LV1	0.00 NM	5	\$5,000.00
INS	SIDE EDITION	N	Inside Edition									
Week	Start Date c: 10/05/12	End Date 10/11/12	Weekdays MTWTF	Spots/Week 5	Rate \$1,000.00	Rating 0.00						
		2 10/11/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MTWTF	:30	5	\$800.00LV1	0.00 NM	5	\$4,000.00
	/INSIDER Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	k: 10/05/12 8 10/08/1	10/11/12 2 10/08/12	MTWTF Mon 8-9p	CM	\$800.00 8-9p	0.00 M	:30	1	\$1,400.00LV1	0.00 NM	1	\$1,400.00
	OW I MET MO		How Met Mother		(8:00 PM-9:0			•	,	,	•	. ,
	Start Date	End Date	Weekdays	Spots/Week		Rating						
	k: 10/08/12	10/14/12	M		\$1,400.00	0.00	- 00		#4 000 00111	0.00.101		04 000 00
E 26	8 10/09/1	2 10/09/12		СМ	8-9p	-T	:30	1	\$1,900.00LV1	0.00 NM	1	\$1,900.00

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DCCC - Horsford

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Estimate:

Product Desc: DCCC/HORSFORD

1969

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
				Tue 8-9p NCIS				-					
١	NCIS			NOIS									
144		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
E 27	ek: 10 8		10/14/12 2 10/10/12	-T Wed 8-9p	CM	\$1,900.00 8-9p	0.00 w	:30	1	\$1,600.00LV1	0.00 NM	1	\$1,600.00
	Ů	10/10/1		Survivor: Philippi		o op	••	.00	•	V1,000.00EV1	0.00 11111	•	\$1,000.00
S		VOR 25	5-4 D-4-	Mastalava	C= -4- 0011-	Data	Dation						
We	<u>Sta</u> ek: 10	art Date /08/12	End Date 10/14/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$1,600.00	Rating 0.00					1	
E 28	8		2 10/11/12	Thu 8-9p	СМ	8-9p	T	:30	1	\$1,800.00LV1	0.00 NM	1	\$1,800.00
_				Nv Broadcasters	: Senate Deba	t							
t	-	ng/ 2.5 M art Date	en <u>End Date</u>	Weekdays	Spots/Week	Rate	Rating						
We		/08/12	10/14/12	T	1	\$1,800.00	0.00						
E 29	8	10/05/1	2 10/05/12	· · · · · · · · · · · · · · · · · · ·	СМ	8-9p	F	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
,	CSI: N	,		CSI: NY									
·		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10		10/07/12	F	1	\$800.00	0.00					0	
E 30	8	10/05/1	2 10/05/12	•	CM	10-11p	F	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
Ε	BLUE E	BLOODS		Blue Bloods									
	_	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	ek: 10		10/07/12	F	1	\$800.00	0.00						
E 31	8	10/06/1	2 10/06/12	Sat 10-11p 48 Hours Myster	CM	10-11P	S-	:30	1	\$650.00LV1	0.00 NM	1	\$650.00
4	18 HOI	JRS MYS	TERY	40 Flours Myster	,								
144-	_	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
E 32	ek: 10 8		10/07/12 2 10/07/12	S- Sun 7-8p	1 CM	\$650.00 7-8p	0.00	:30	1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
L 32	Ü	10/07/1	2 10/07/12	60 Minutes	Civi	7- 0 p	3	.50	•	φ1,100.00EV1	0.00 14101		\$1,100.00
6	O MIN												
\/\e	<u>Sta</u> ek: 10	art Date /01/12	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$1,100.00	Rating 0.00						
E 33	8		2 10/07/12		CM	9-10p	S	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
_			_	The Good Wife		•							. ,
Ţ		OOD WIF	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
We	ek: 10		10/07/12	S		\$1,200.00	0.00						
E 34	8	10/05/1	2 10/11/12	8 News Now 11p		11-1135p	MTWTF	:30	4	\$1,100.00LV1	0.00 NM	4	\$4,400.00
g.	NEW/	S NOW A	T 11DM	8 News Now 11p	M-F								
·		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10	/05/12	10/11/12	MTWTF		\$1,100.00	0.00						
E 35	8	10/06/1	2 10/07/12	8 News Now 11p		11-1135P	SS	:30	2	\$1,100.00LV1	0.00 NM	2	\$2,200.00
8	NEW	S NOW A	T 11PM-WK	8 News Now Sa/S	ou i ip								
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	_	/01/12	10/07/12	SS		\$1,100.00	0.00			0.405.001.144			
E 36	8	10/05/1	2 10/11/12	Letterman	CM	1135p-1237a (11:35 PM-12		:30	4	\$425.00LV1	0.00 NM	4	\$1,700.00
L			LETTERMA			,	- · · · · · · · · · · · · · · · · · · ·						
1010		art Date /05/12	End Date 10/11/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u>	Rating 0.00						
E 37	8		2 10/11/12		CM	\$425.00 1237a-137a	MTWTF	:30	4	\$65.00LV1	0.00 NM	4	\$260.00
				Craig Ferguson	-7	(12:37 XM-1:			•			-•	7200.00
L		ATE SHO		Mookdaya	Cnoto AAlaali	D#4-	Datin -						
We		art Date /05/12	End Date 10/11/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$65.00	Rating 0.00						
E 38	8		2 10/06/12		СМ		ge FooS-	:30	2	\$500.00LV1	0.00 NM	2	\$1,000.00
											_		

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KLAS

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DCCC - Horsford

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Ln C	Ch Star	t End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
CI	BS COLLEG	E FOOTBALL	NCAA Football NCAA College Fo	otball	(12:30 PM-4	:00 PM)					
Wee	Start Date ek: 10/01/12	End Date 10/07/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00					
E 39		/12 10/07/12 TBALL-EARL	NFL Football Reg		NFL Footba (10:00 AM-1	ll RegS :15 PM)	:30	1 \$1,000.00LV1	0.00 NM	1	\$1,000.00
Wee	<u>Start Date</u> k: 10/01/12	End Date 10/07/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00					
E 40		/12 10/07/12 TBALL-LATE	NFL Football Reg		NFL Footba (1:15 PM-4:3	•	:30	1 \$1,000.00LV1	0.00 NM	1	\$1,000.00
Wee	Start Date k: 10/01/12	End Date 10/07/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00					
								······································	Totals	91	\$56,450.00